

**King County**  
**Quit Line Data Summary**  
January 1 - March 31, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 624</b>	<b>N = 4,096</b>
<b>Percent of Statewide Calls</b>	18.4%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	29.5%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 619</b>	<b>N = 3,737</b>
Female	57.0%	61.7%
Male	43.0%	38.3%
<b>Race/Ethnicity</b>	<b>N = 534</b>	<b>N = 3,032</b>
People of Color	22.3%	12.8%
White	77.7%	87.2%
<b>Age</b>	<b>N = 558</b>	<b>N = 3,176</b>
Less than 18 years old	1.1%	2.3%
18 - 24 years old	16.7%	16.2%
25 - 34 years old	23.1%	23.2%
35 - 44 years old	29.2%	27.0%
45 years and older	29.9%	31.4%
<b>Education</b>	<b>N = 575</b>	<b>N = 3,209</b>
Did not graduate high school	13.6%	19.8%
High school graduate	28.2%	33.3%
Some college/vocational school	37.6%	36.9%
College graduate	20.7%	10.0%
<b>Caller Type</b>	<b>N = 603</b>	<b>N = 3,483</b>
General Information	6.0%	10.6%
Health care provider	6.6%	3.4%
Tobacco user	87.4%	86.1%
<b>Payer Type</b>	<b>N = 350</b>	<b>N = 2,167</b>
Insured	48.3%	40.2%
Uninsured	24.9%	25.1%
Medicaid	26.9%	34.7%
<b>Heard About</b>	<b>N = 529</b>	<b>N = 3,110</b>
Past caller	14.4%	12.9%
Employer/worksites	1.3%	1.4%
Health care provider	16.4%	17.0%
Television	26.1%	23.9%
Outdoor advertisement (billboard/bus/wall)	11.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	5.7%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	0.4%	1.7%
Brochure/Newsletter	4.3%	5.2%
Family or friend	16.3%	21.5%
Health Department	3.8%	3.0%
School	0.4%	0.9%